

2015



HOUZZ IRELAND LANDSCAPING & GARDEN TRENDS STUDY



At a Glance



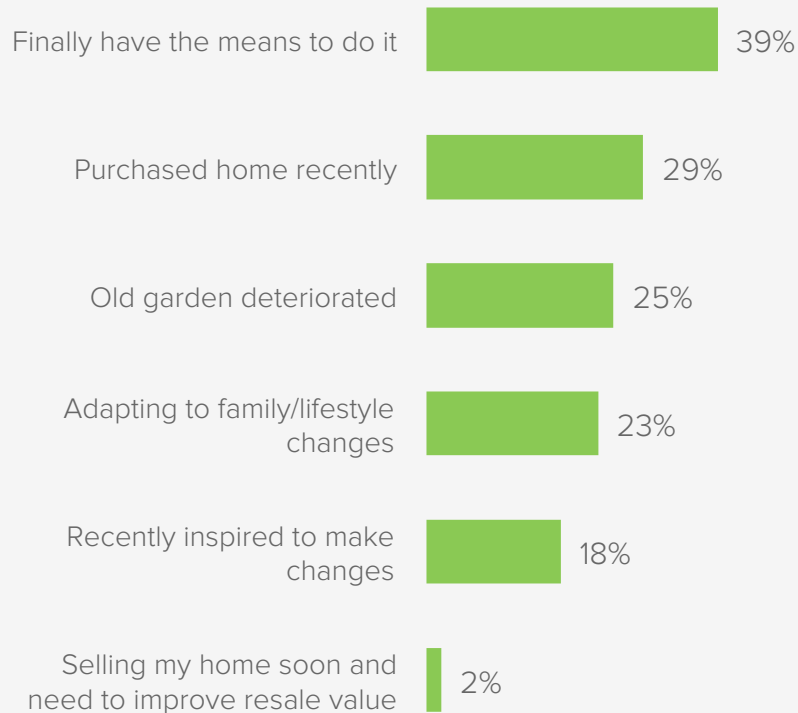
- 26% of Irish homeowners plan garden upgrades in 2015¹
- 39% of Irish homeowners update their gardens every 5 years or less
- Finally having the financial means, drives the majority of upgrades
- People are spending, on average, 4-5 hours every week in their gardens
- While in the garden the Irish enjoy gardening over other activities (68%)
- Almost a quarter of households in Ireland (23%) have a garden that measures over half an acre, compared to just 10% in the UK

New Home, New Garden

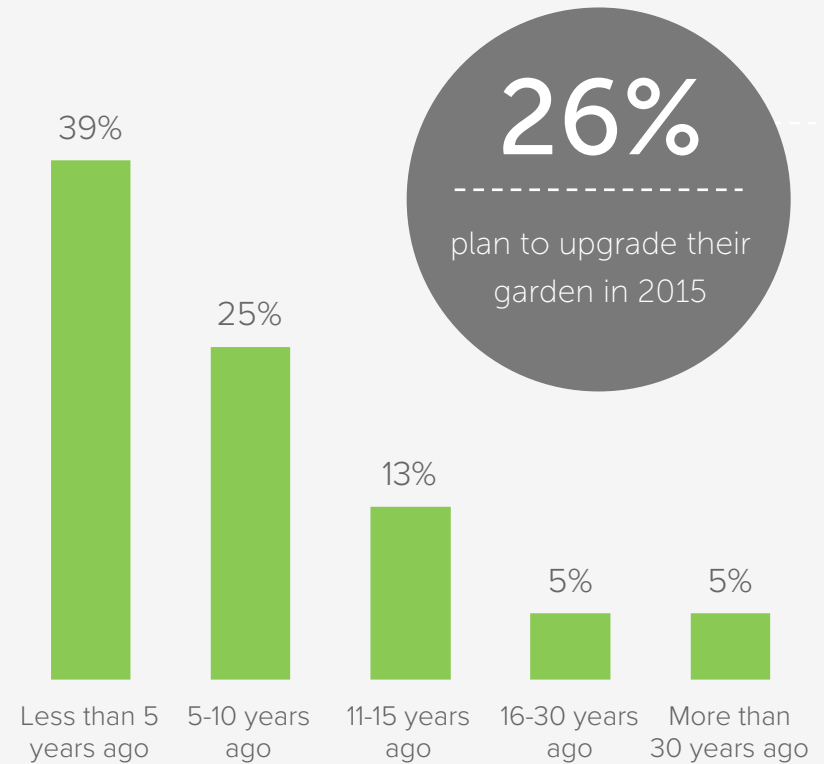


Finally having the finances to make upgrades is the most common motivation for those planning projects in their gardens and outdoor spaces, followed by the recent purchase of a new home. According to the recent Houzz and Home study¹, 26% of Irish homeowners plan to upgrade their gardens in 2015.

GARDEN UPGRADE MOTIVATIONS



TIMING OF LAST UPGRADES

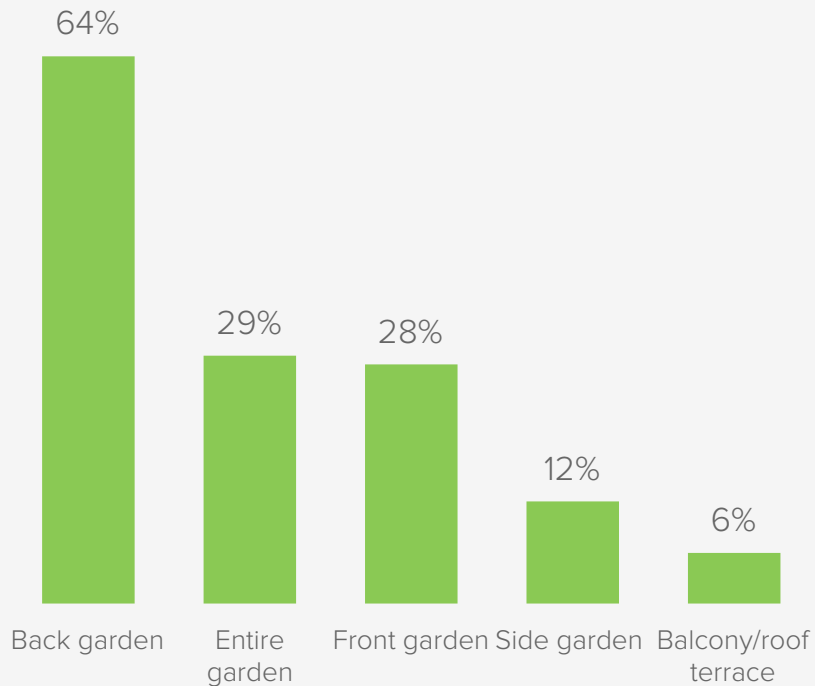


Project Scope

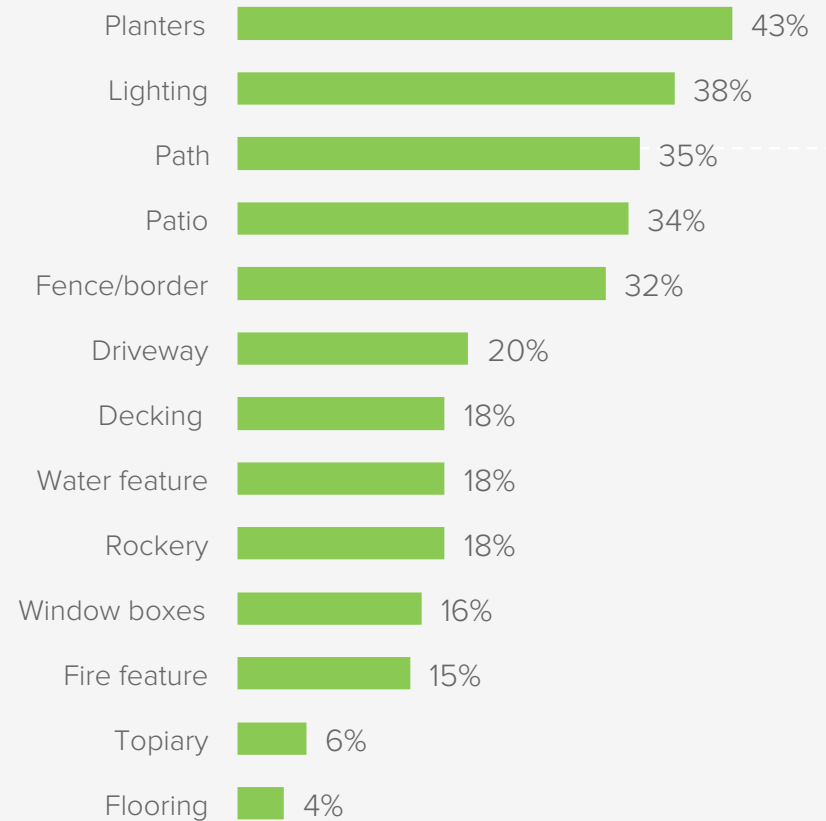


The majority of homeowners upgrading their gardens or outdoor spaces are conducting work on their back gardens. Planters and lighting are key with many upgraders planning to incorporate them in their projects.

GARDEN UPGRADE AREAS



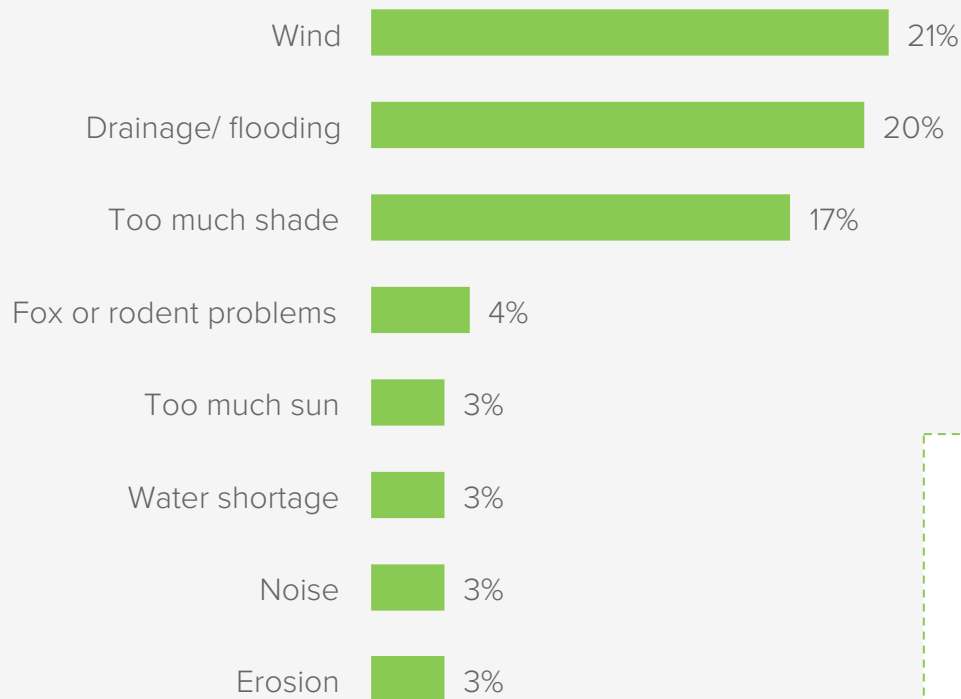
LANDSCAPING UPGRADES



Sweeping the Nation

For those addressing challenges in their outdoor project, wind is the most common issue to affect Irish gardens. In the UK, just 9% are experiencing challenges brought by wind.

CHALLENGES ADDRESSED DURING UPGRADES



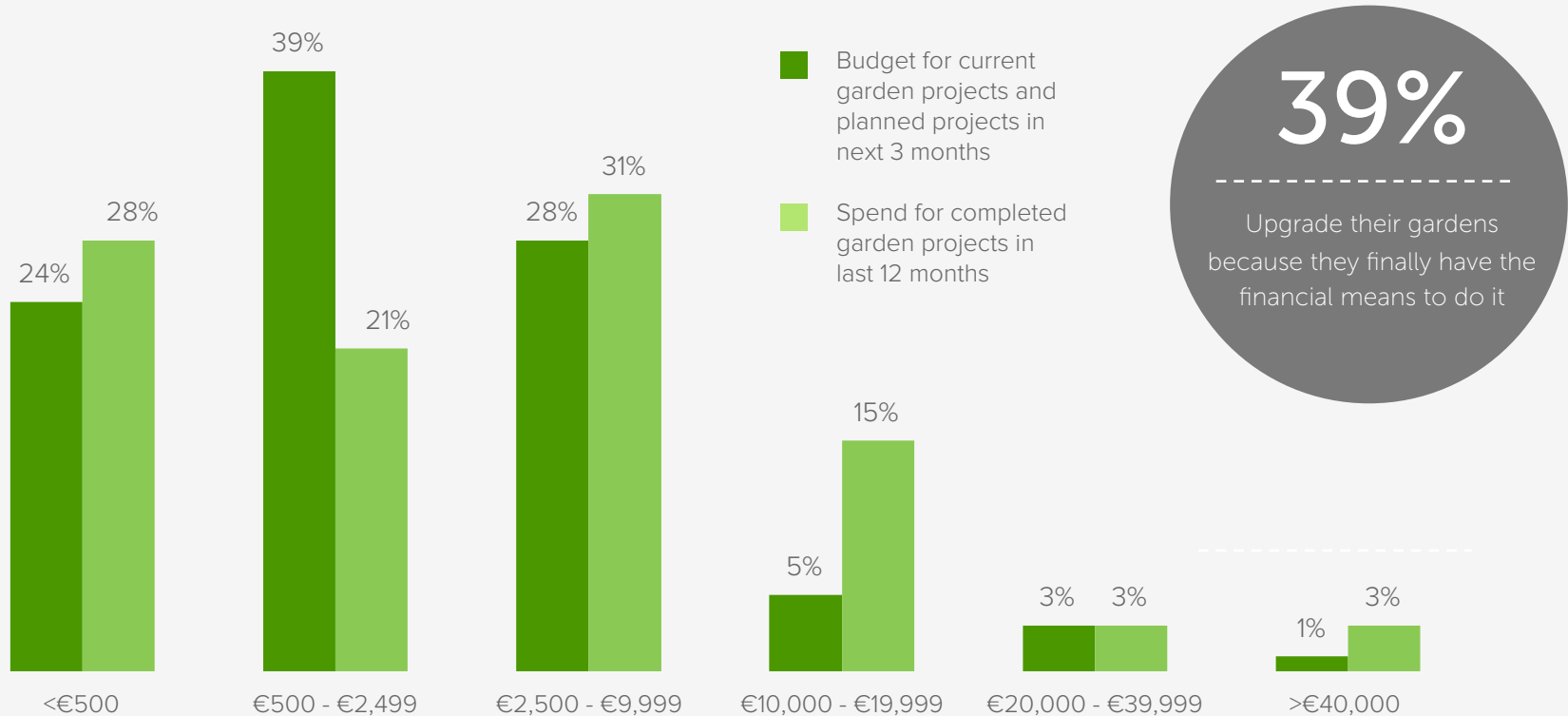
9%
Upgraders in UK facing challenges caused by wind

Budgets in Bloom



The majority (63%) of Irish upgraders plan to spend less than €2,500 on their current or upcoming garden upgrade, with almost a quarter budgeting under €500. Yet, 52% of those who recently completed a project spent over €2,500, compared to just 37% budgeting to spend the same amount, implying that budgets and spend don't always align.

BUDGETS VERSUS SPEND FOR GARDEN UPGRADES

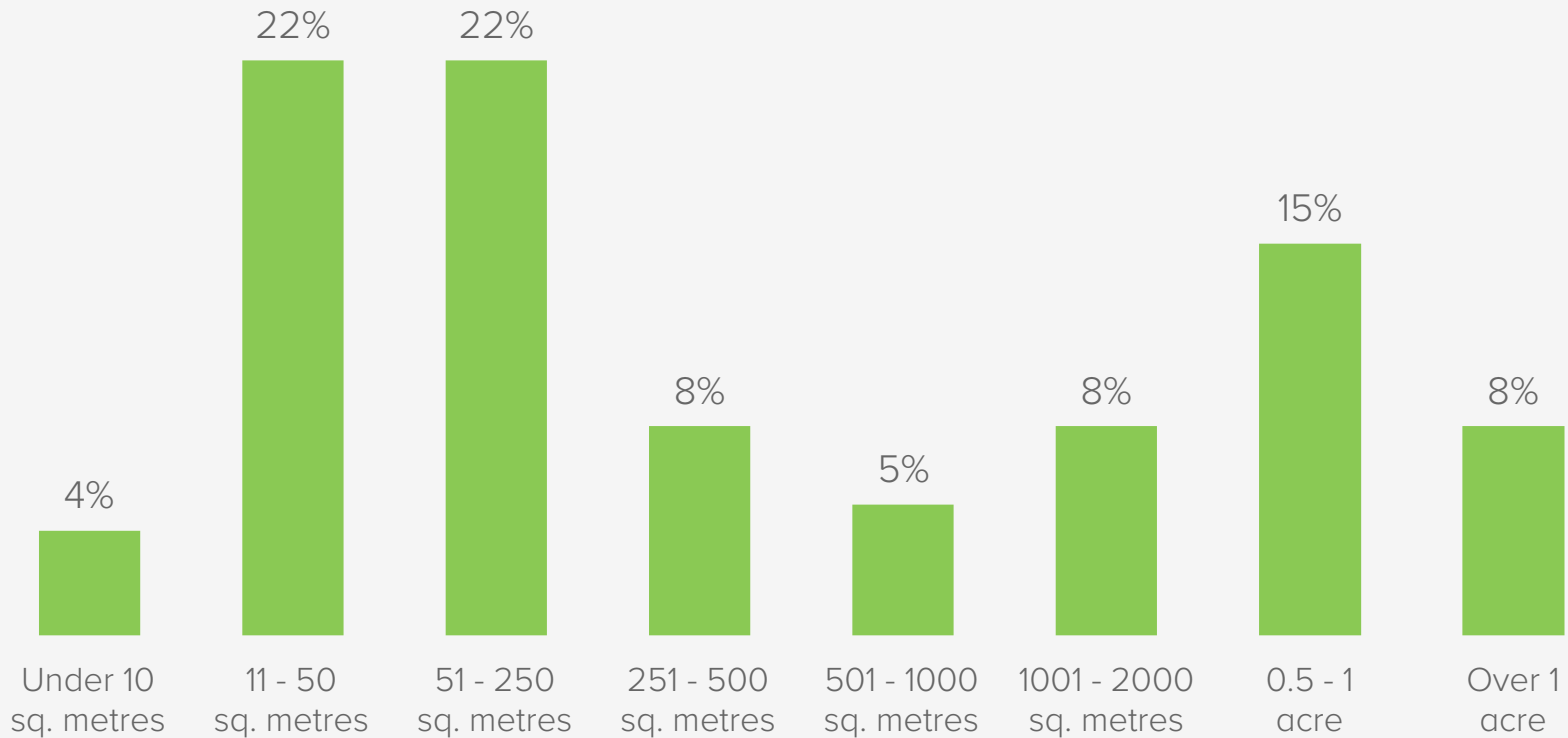


Garden Size



The majority of Irish households have a garden or outdoor space that measures over 51m². Those living in Ireland enjoy larger gardens than in the UK; almost a quarter have a garden that measures over half an acre, compared to just one in ten people living in the UK.

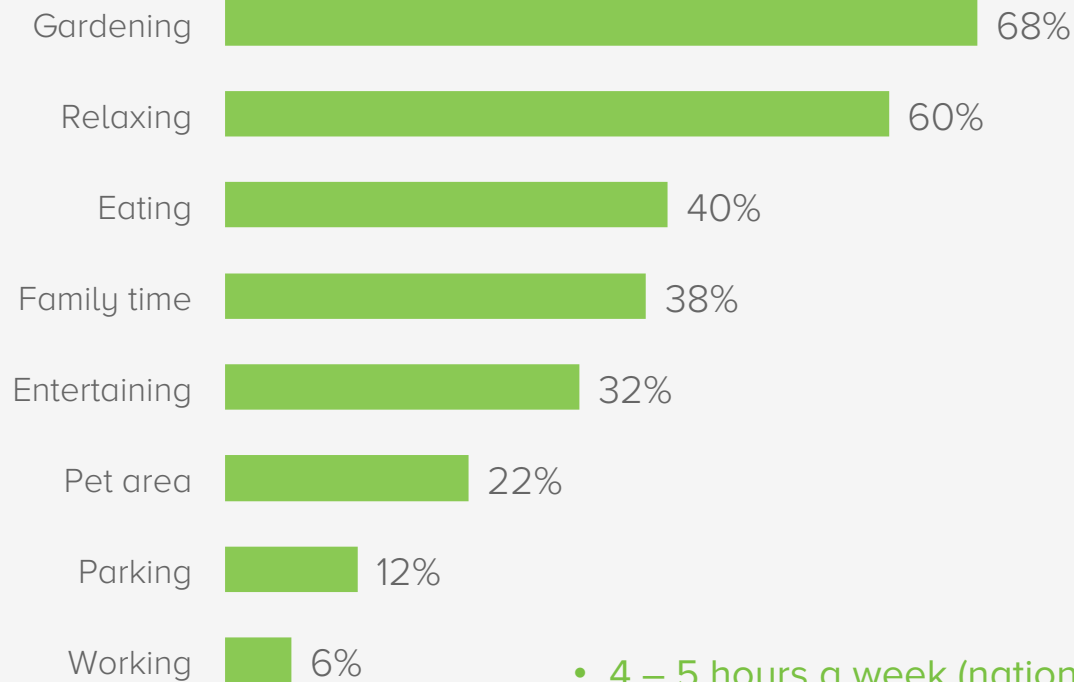
SIZE OF GARDENS IN IRELAND



Gardeners' World

On average the Irish spend 4-5 hours a week in their gardens. Gardening is the number one use of outdoor space (68%) ahead of relaxing (60%) and eating (40%).

TOP USES OF OUTDOOR SPACE



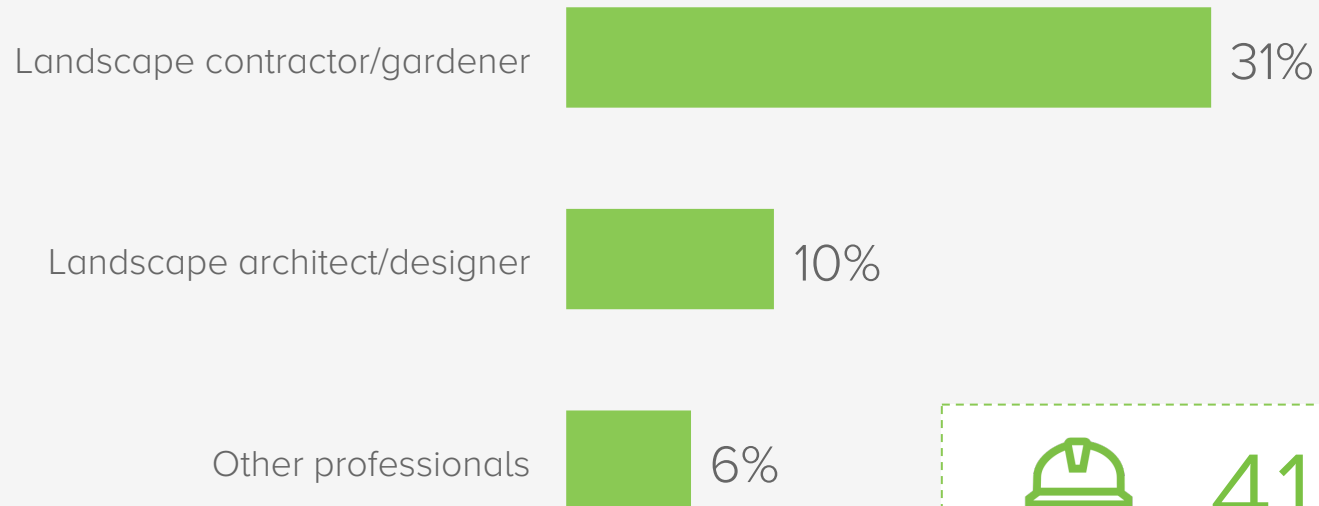
• 4 – 5 hours a week (national average)



A Helping Hand

Two in five are enlisting the help of professionals to upgrade their gardens. One in ten hire a landscape architect or designer.

INVESTING IN PROFESSIONAL HELP



41%

are hiring a professional to help with their garden upgrade

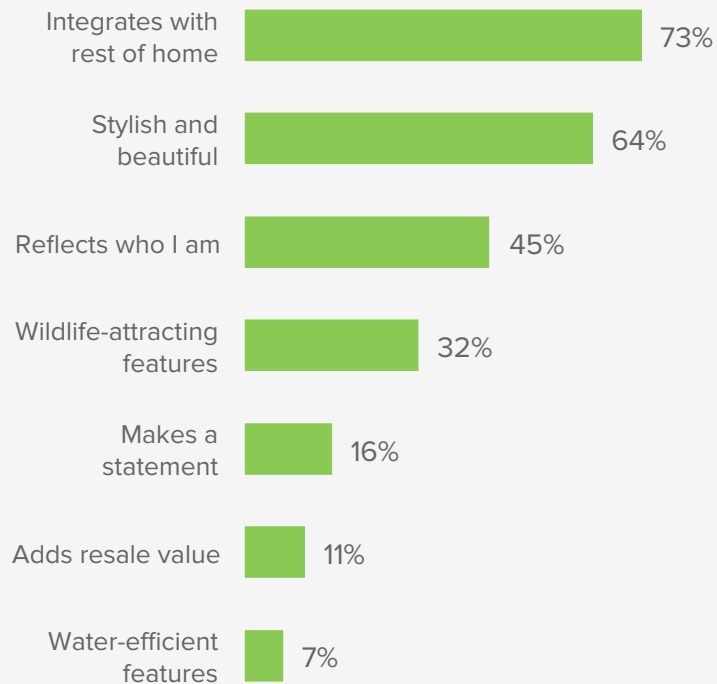
Beauty, Maintenance and Privacy



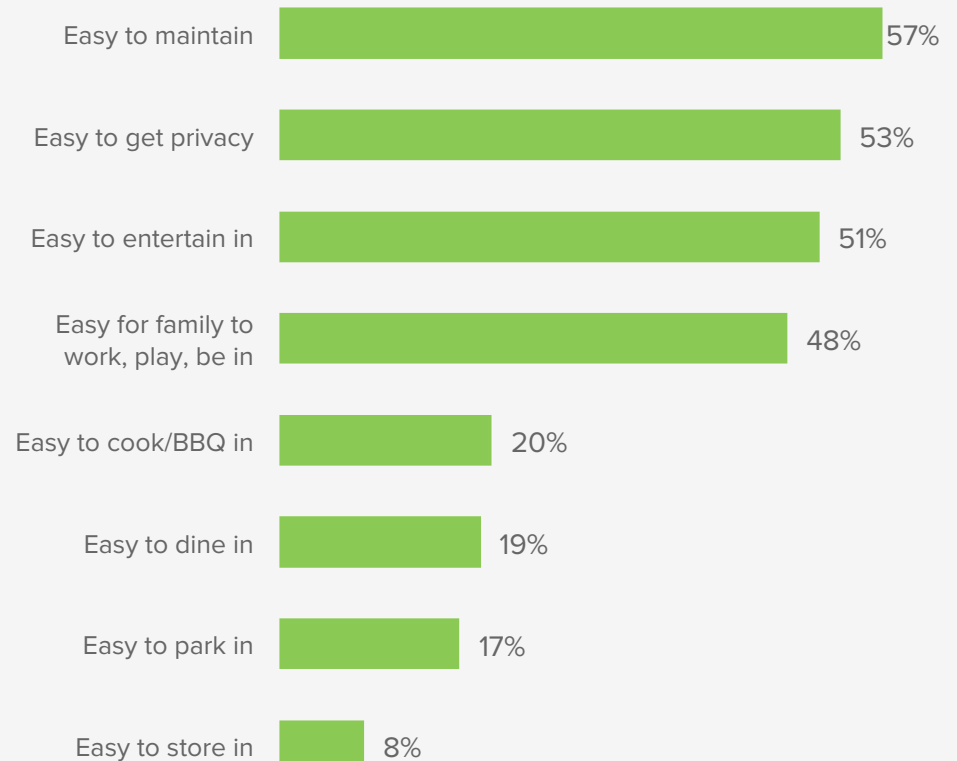
Irish homeowners who are upgrading their outdoor spaces want gardens that integrate with the rest of the home, are beautiful and easy to maintain. Privacy is also key.

MOST IMPORTANT DESIGN AND FUNCTIONAL ASPECTS OF UPGRADED GARDENS

Design



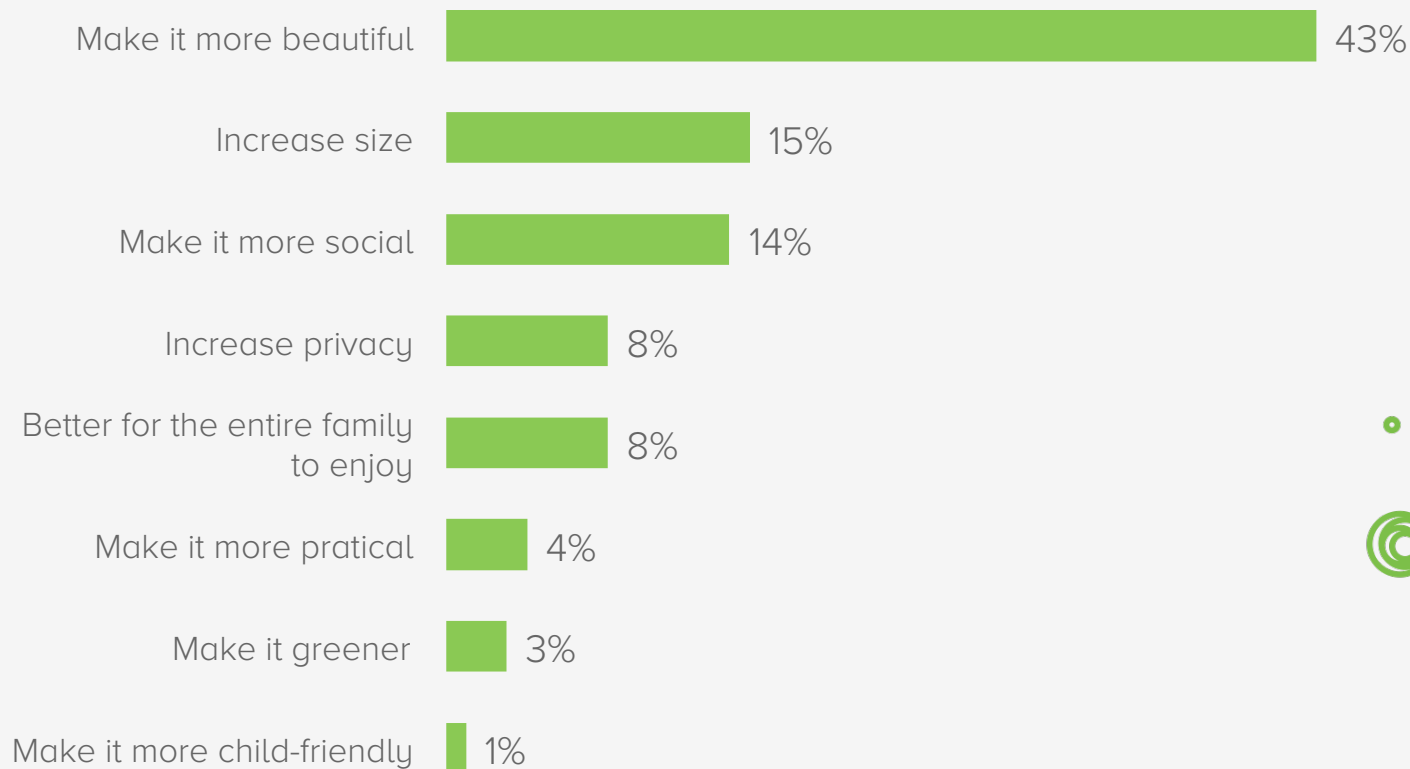
Function



Beauty Before Size

Even those that aren't upgrading want a garden that is beautiful. 43% of those who aren't undertaking a garden project said that if they could change just one thing in their gardens, they would make it more beautiful. Less than one in ten want to make their gardens larger.

TOP DESIRED GARDEN IMPROVEMENTS



The Green Isle

To help make our upgraded gardens beautiful, Irish homeowners are planting lots of greenery, including flowers, bushes, edibles, trees and natural lawns.

GREENERY IN GARDEN UPGRADES

72%

Flowers



62%

Bushes



45%

Edibles



42%

Trees



32%

Natural lawn



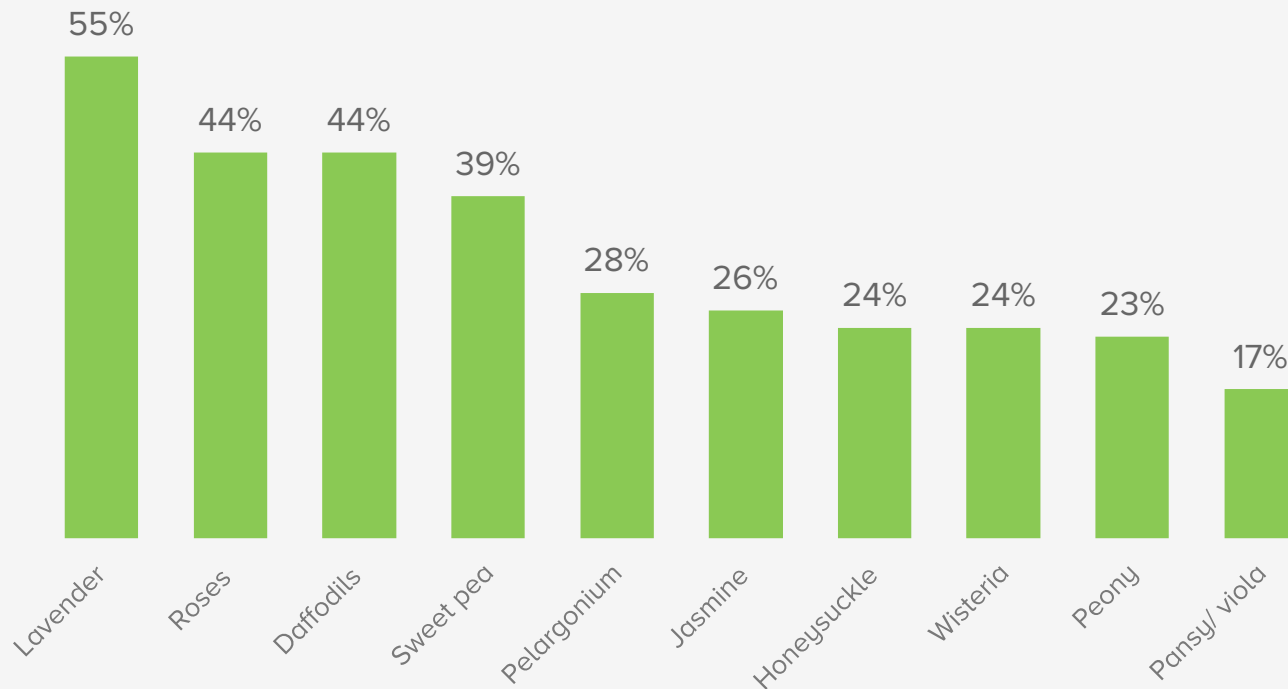
6%

PLAN TO USE ARTIFICIAL LAWN

Flower Power

The majority (72%) are planting new flowers as part of their outdoor upgrade project. Lavender is the top choice with over half planning to incorporate it into their plots.

FLOWER CHOICES AMONG THOSE UPGRADING WITH FLOWERS



19%

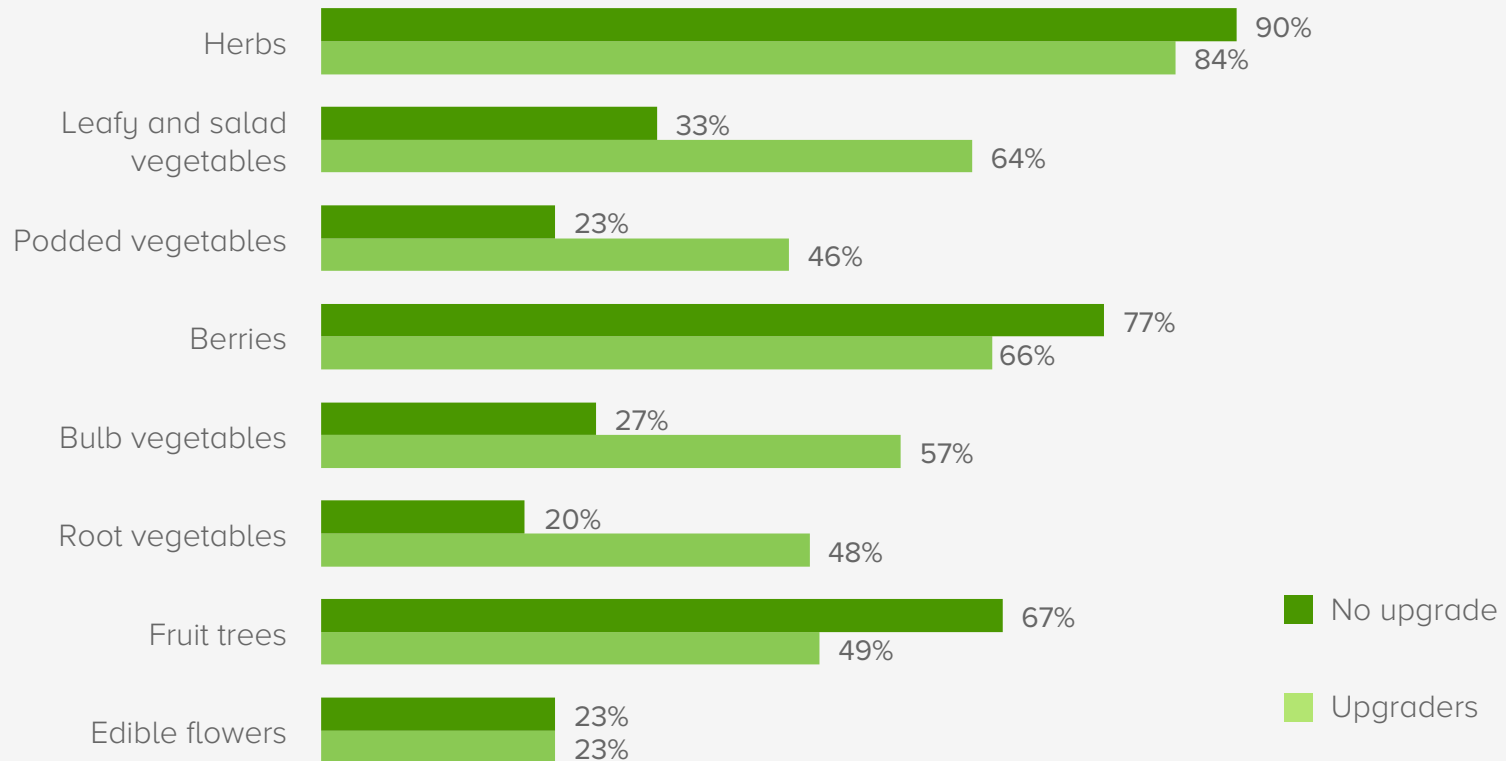
Are illuminating their
flower pots and
planters

Garden to Plate



Almost half upgraders are adding edibles (45%), with herbs proving particularly popular. Upgraders are more likely to plant vegetables than those who haven't upgraded in the last year or more.

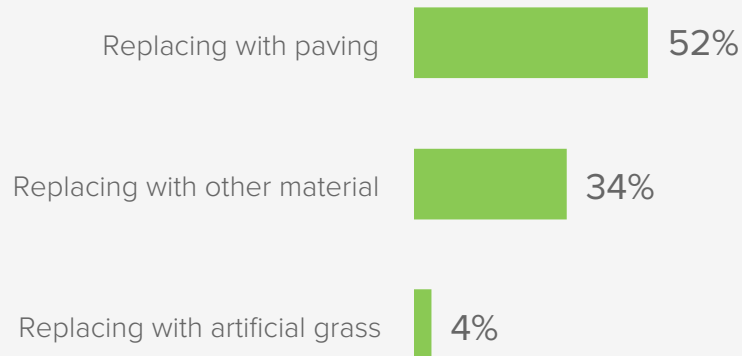
EDIBLE CHOICES AMONG THOSE UPGRADING WITH EDIBLES VERSUS CURRENT




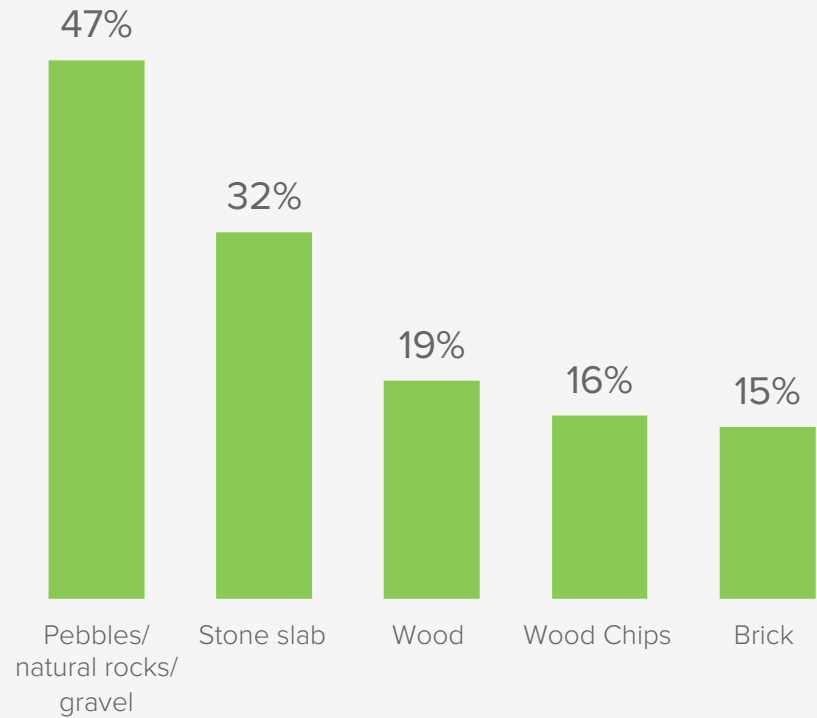
RIP Lawnmower?

Almost a third (32%) of garden upgrades include planting or replanting a natural lawn. Meanwhile, 49% of upgraders who already have a natural lawn are decreasing the size of the lawn or removing it altogether. They are replacing their lawns with paving, artificial grass or other materials.

PLANS FOR THOSE REDUCING THEIR LAWNS



TOP HARD SURFACE MATERIAL FOR UPGRADERS



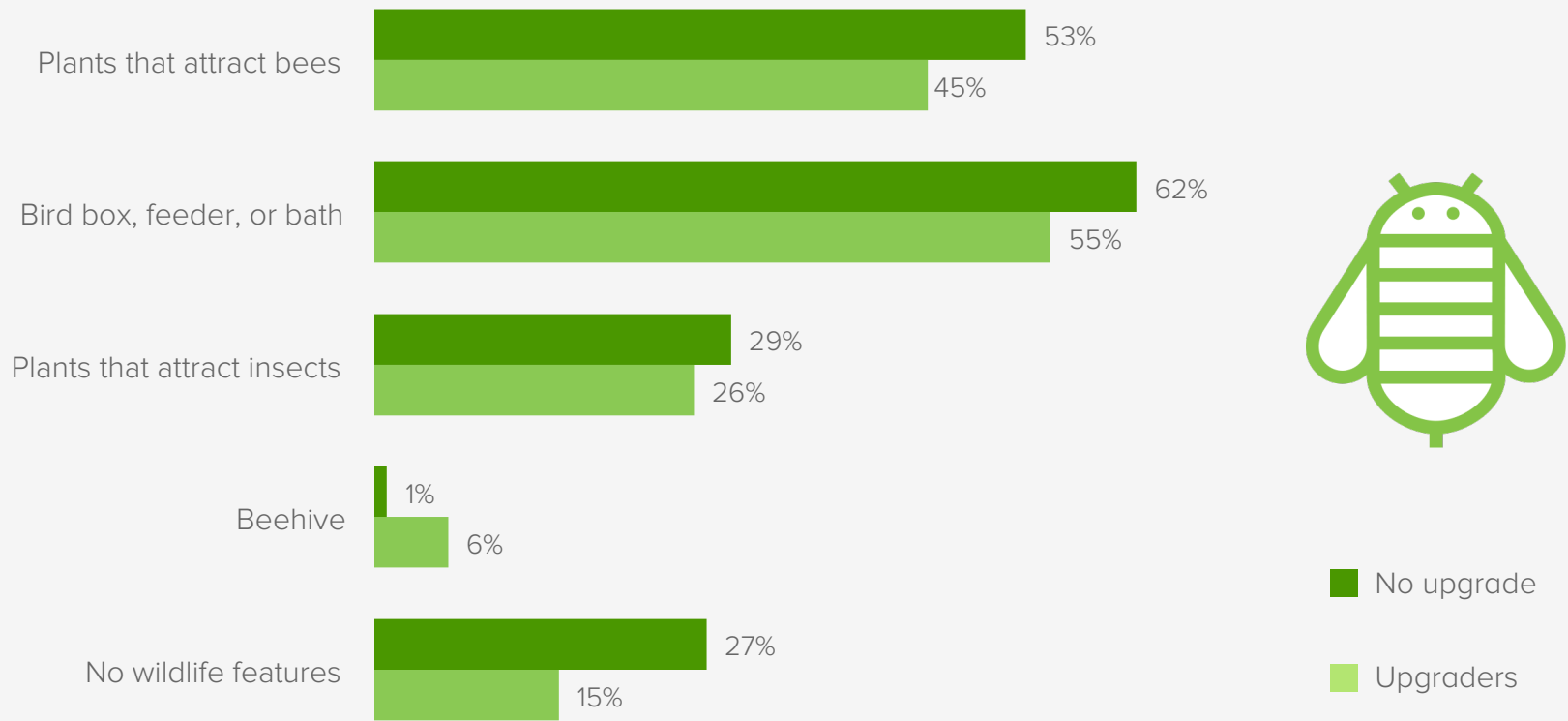
90% Upgraders who already have a natural lawn

49% Upgraders with a lawn who are decreasing or removing it

A Walk on the Wild Side

Almost one third (32%) of upgraders consider features that attract certain wildlife to be one of the most important design aspects of an outdoor space, with 85% planning to include wildlife-friendly plants, bird boxes or hives as part of their upgrade. Upgraders are 6 times more likely to purchase a beehive than those who haven't upgraded in the last year or more.

WILDLIFE FEATURES CHOICES IN GARDEN UPGRADES VERSUS CURRENT

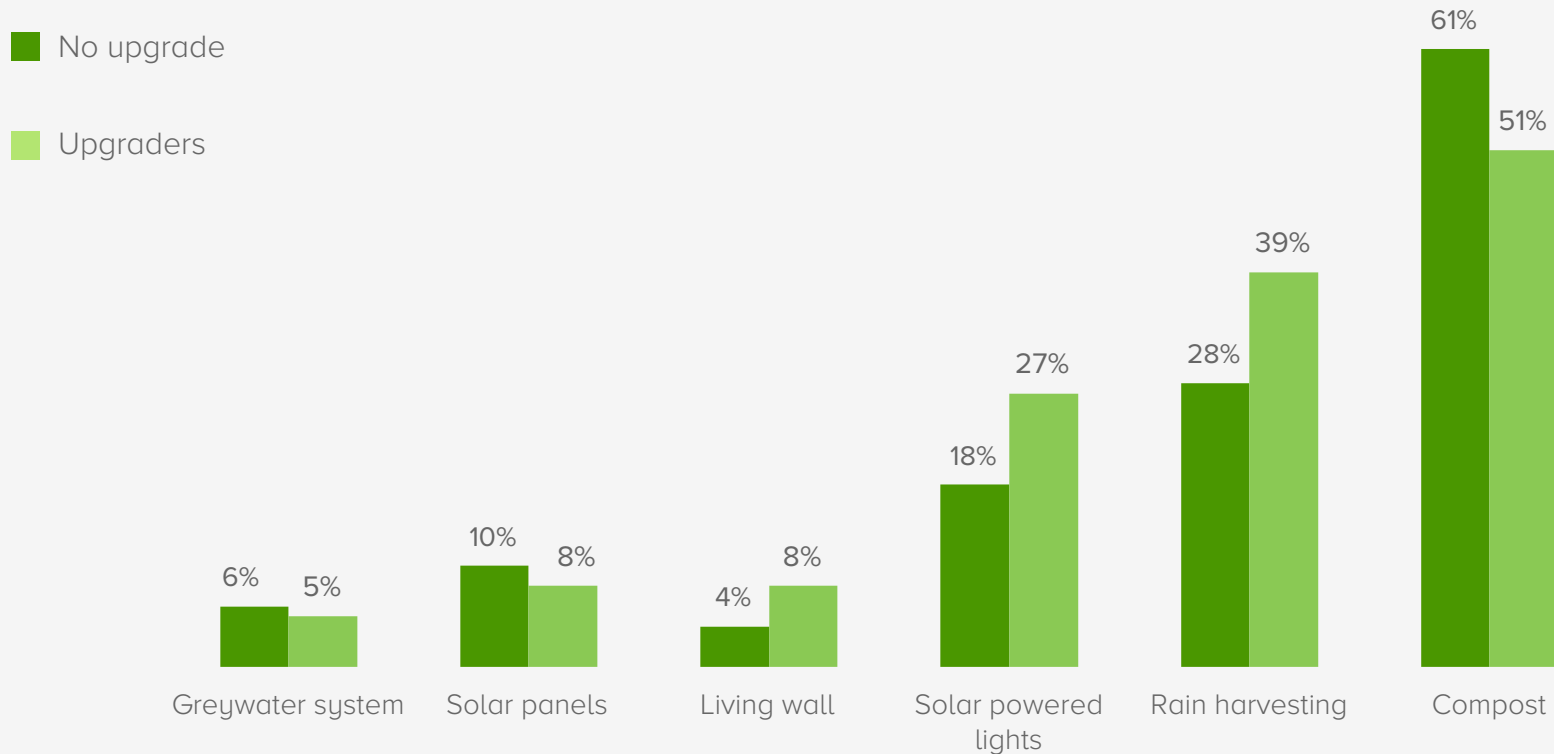


Composting Is King



The majority of upgraders will include eco features. Composting is the most popular feature among upgraders and non upgraders alike, while the desire to have living walls looks to be growing in popularity with upgraders twice as likely to have one than those that haven't upgraded in the last year or more.

ECO FEATURES CHOICES IN GARDEN UPGRADES VERSUS CURRENT

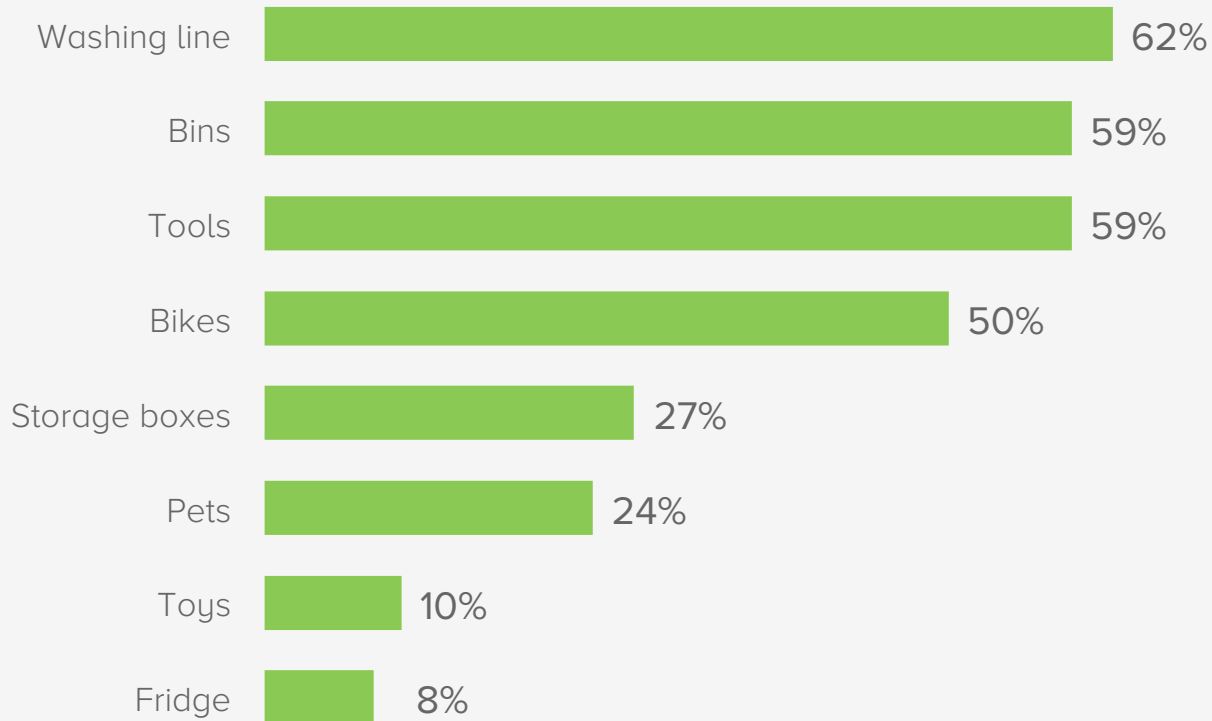


Garden Pets



The Irish value functionality and use their gardens to store washing lines, bins, bikes and even fridges. Almost a quarter (24%) of Irish homeowners keep their pets in the garden.

ITEMS STORED OUTDOORS

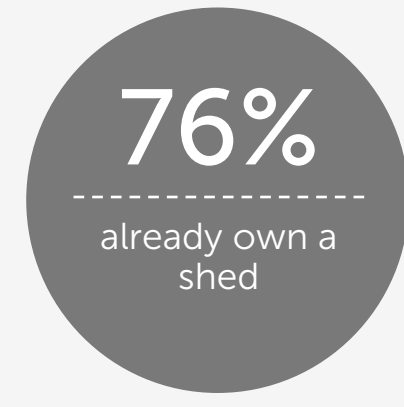
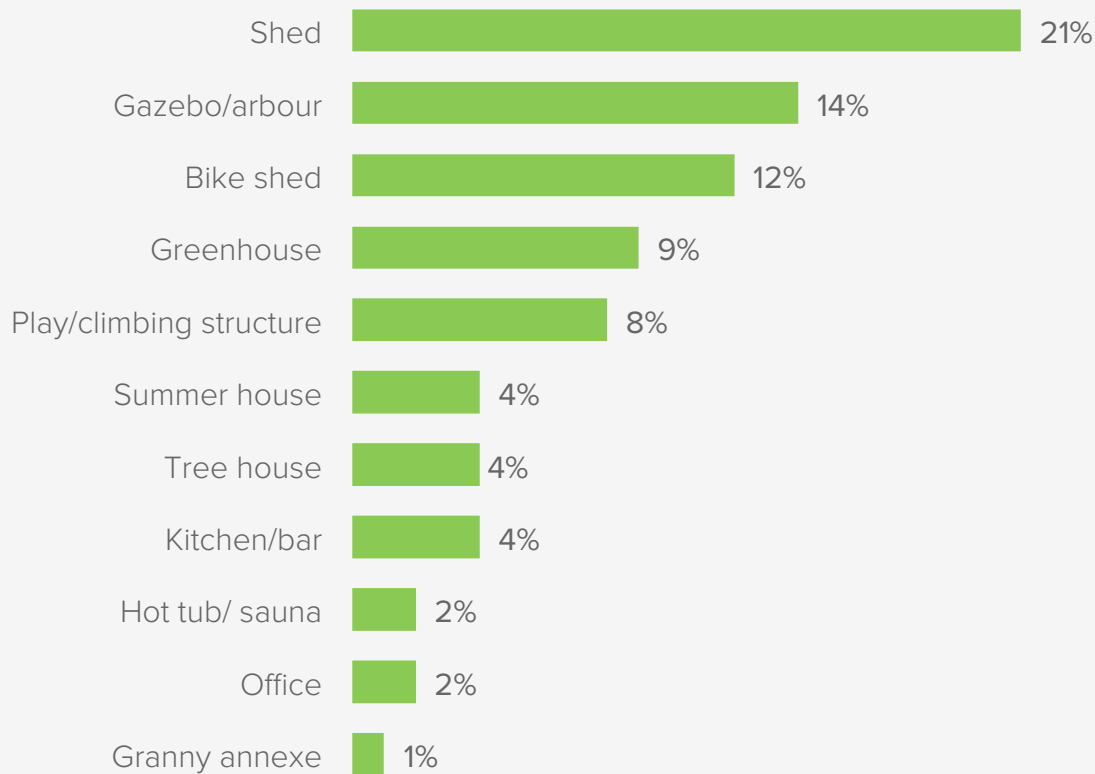


A Nation of Sheddies



Sheds are very popular in Irish gardens. 76% of non-upgraders already have a shed, and, of those that are upgrading, over a fifth (21%) are refreshing or purchasing a new one.

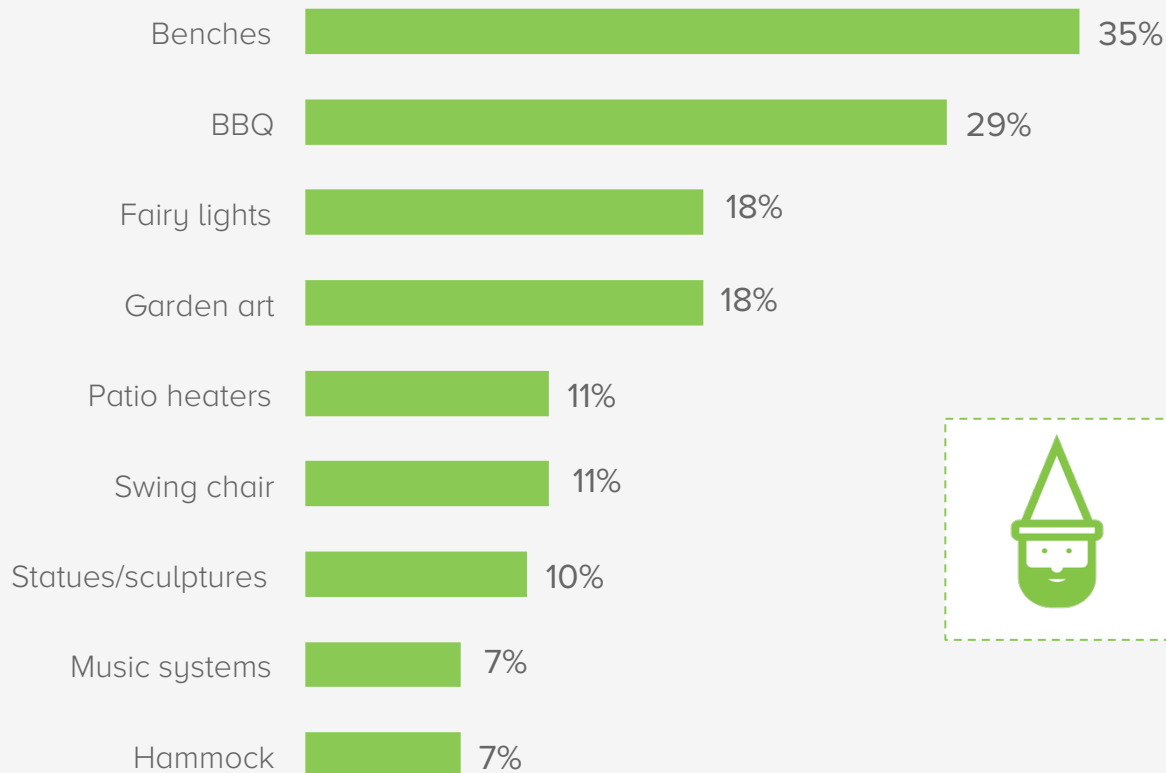
NEW/UPDATED OUTDOOR STRUCTURES IN GARDEN UPGRADES



Indoor-Outdoor Living

The majority agree that one of the most important garden design aspects is for their outdoor space to integrate with the rest of the house (73%), and over half state they want a garden they can entertain in (51%). To achieve this, Irish upgraders are investing in products that will help make outside living that bit more comfortable.

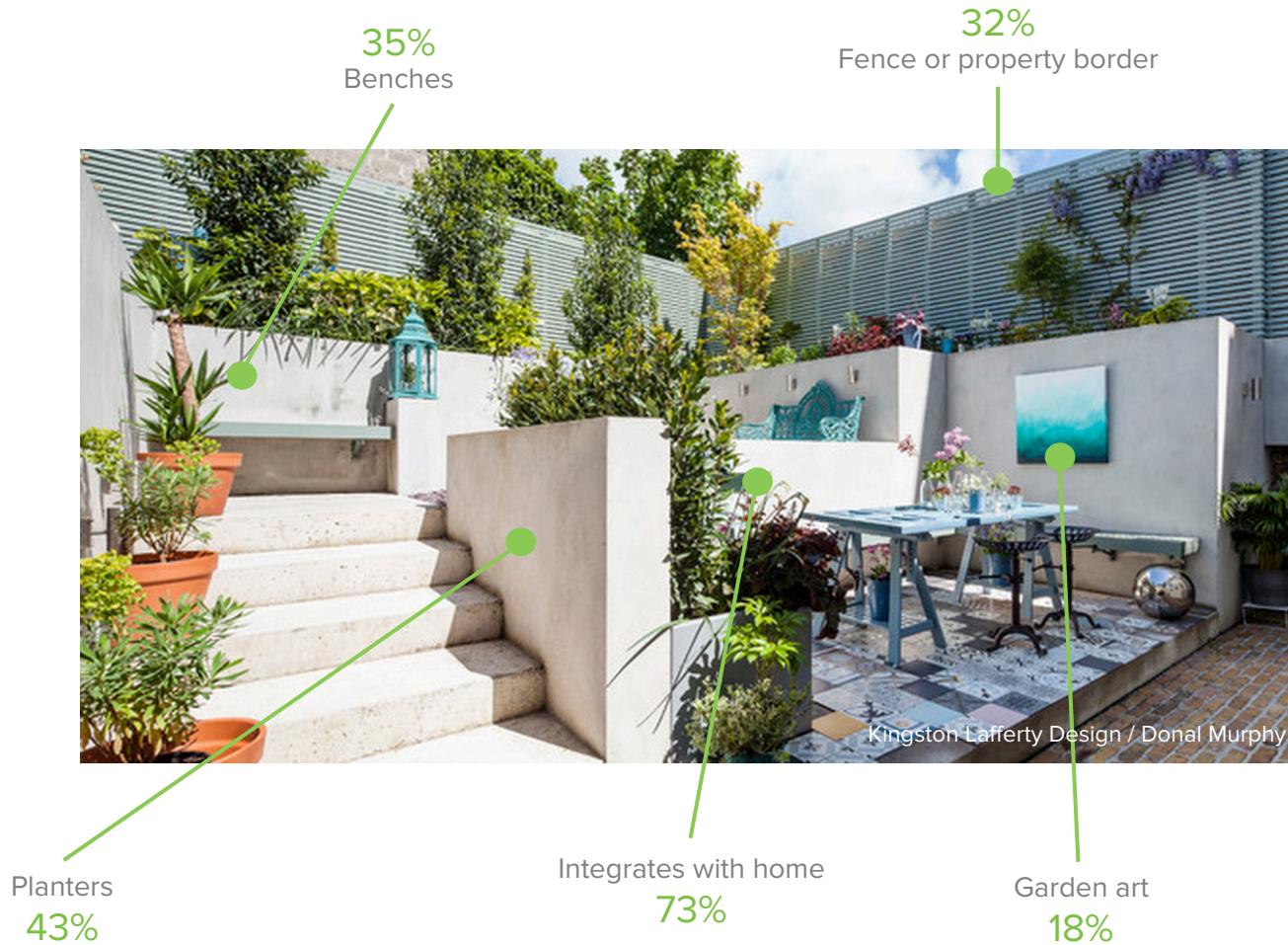
NEW OUTDOOR PRODUCTS DURING GARDEN UPGRADES



1%

Irish gardens with a
gnome compared to
5% of British gardens

Key 2015 Garden Trends



*Numbers reflect the share of all upgraders installing these features in their outdoor space.

Methodology & Notes



Houzz surveyed 2,286 people from the UK and Ireland in April 2015. Respondents were Houzz users who qualified whether they had completed an outside project in the past 12 months, were currently working on or were planning to start an outside project in 2015, or had not made any changes to their outside spaces in the past year or more. (Irish respondents who have completed, are currently working on a garden project or are planning to start a project in 2015, n=265)

Houzz & Home 2015, n= 2079 in Ireland, with 84% being homeowners.

Houzz is the leading platform for home design and renovation. Since it was founded as a side project by married co-founders Adi Tatarko and Alon Cohen in 2009, Houzz has completely transformed the home renovation industry by applying technology to make the process more productive and fun for both homeowners and home professionals.

Launched in July 2014, the UK & Ireland site offers professional photos of interiors, exteriors and gardens, daily editorial on the latest in UK home design, and a comprehensive directory of home design products. Houzz users can also find and connect with more than 20,000 of UK and Ireland leading home improvement professionals and interact with over 1.5 million of UK and Ireland homeowners.

PR Contact

For further information, please contact Emmeline Westin or Chevi Davis:

Email: ukpress@houzz.com Tel: + 44 (0)20 3735 5502